FSC-8-A	1/19/96	TO: ROM
SUBJECT: Forsyth Special Offer		

DISTRIBUTION:

X	AVP	X	KAM	___	ELM
X	RSM	X	Reg.Mil./DF Mgr.	___	MIL
X	RBM	___	DM	___	DF
X	ROM			___	REP

file.

Attached is a "Special Offer" that is being sent to our Forsyth Private Label Partners for coupons and VPR's. This "Special Offer" is being made to generate additional business for their Forsyth brand during a historically slow time of year. It is funded with the account's Alliance Accrual dollars and is a good opportunity for accounts that do not have a specific promotion planned during the first quarter to use their Accrual fund to drive sales.

Please implement this "Special Offer" with each of your Forsyth accounts as Accruals allow. As information, a coupon and VPR program is offered in our current Alliance Accrual Planning Guide; however, this one time "Special Offer" eliminates the normal charge for coupon/VPR production and handling ($65 per roll for coupons; $5.00 per roll for VPRs), as well as costs associated with the prepack containers as explained in the catalog. For this promotion only, the participating account's Accrual Fund will be charged only for the face value of each VPR/coupon. As indicated in the attached flyer, orders for this "Special Offer" must be received in Customer Services by February 15, 1996.

Every attempt should be made to have our Private Label accounts order a minimum extra two weeks and a maximum extra four weeks supply of their Forsyth product, using the product order form enclosed, to run this promotion. Customer Services will waive order allocations up to the maximum four weeks if the order is submitted for the "New Deal" Promotion. Based on product availability, a four week lead time is suggested.

Special offers will continue to be made to our Forsyth customers periodically. We would like to hear any suggestions or potential offers you may have for future programs.

Program Contacts: Your Area Manager of Operations
Gwen Scott, extension #3340

R. J. REYNOLDS TOBACCO COMPANY

Attachments

51847 7187

Source: https://www.industrydocuments.ucsf.edu/docs/ghhy0000